

# Best Practice Guide

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Conducting Effective Virtual  
Meetings with Major Retail  
Buyers



# The retail industry is changing rapidly



In light of the recent global health pandemic, brands are forced to adjust to new stringent social distancing requirements, all while managing the ongoing needs of retailers and customers.

Now more than ever, there is a push in the fashion industry towards full-scale digitization and creating an online presence that replaces analog paper catalogs and ordering systems.

While rapid change is uncomfortable, there is good news. There are fully digital, intuitive, and affordable online wholesale platforms that bridge the gap between buyers and sellers during these times of uncertainty, and tech-savvy leaders ready to help you through the transition.

**This guide will offer best practices for how you can conduct effective virtual market appointments with major retail buyers.**

The hope is that during these challenging times, adopting technologies built specifically for retailers and vendors will be nothing short of a positive move forward. The target benefits of digital fashion solutions also include how to:

- Build more purposeful assortment curations
- Leverage the likelihood of more Immediate in-season buys
- Maximize profit margins
- Improve forecasting
- Increase frequency of inbound sales
- Streamlined global sales
- Reductions in unsold inventory
- Widespread cultivation of more sustainable business practices

As fashion brands adopt smart digital tools like NuORDER and successfully conduct virtual market appointments, the industry will pull through this challenging time and become more efficient and consumer-centric.



# How brands can conduct virtual market appointments

The first step in taking your business online is adopting a platform that helps you do everything you once did in a face-to-face meeting, but in a virtual environment instead. A digital platform should allow you to:

- Curate and showcase your collection online
- Make custom digital linesheets
- Manage your orders from one platform
- Track your sales performance
- Take notes within the platform
- Create reports
- And more!

Once you have a tool to bring your collection online, you're ready to set up your first virtual meeting.





# Schedule a video call

To conduct a virtual marketing appointment, you need to invest in video conferencing software. Most video conferencing software programs include a free basic package, which is sufficient for most small meetings. If you are a larger enterprise or plan on inviting multiple attendees, then you may need to opt for a paid plan.

Here are the top video conferencing systems that will work for your meeting:



## PRO TIP

Before your call, be sure to read the respective “getting started guide,” test your video and microphone, and learn how to share your screen.

# 2 Prepare your home page for your virtual meetings



Now it's time for one of the most critical parts of transitioning your collection online—preparing your home page for your virtual meetings.

Your home page is the first thing your buyers will see when they meet with you, and it acts as your virtual storefront. Your home page provides you the perfect opportunity to immediately communicate your brand's story and display your top looks.

As you include various elements on your home page, apply what you know about your ideal customer profile (ICP). For example, you can create custom linesheets that appeal to the needs, style, and budget of your buyer.

Here is what to keep in mind as you create your home page:

- Highlight the inspiration for your collection with text, images, or video
- Display the color palette for the collection
- Include the top ten looks that represent your collection well
- Remember to incorporate international sizing charts

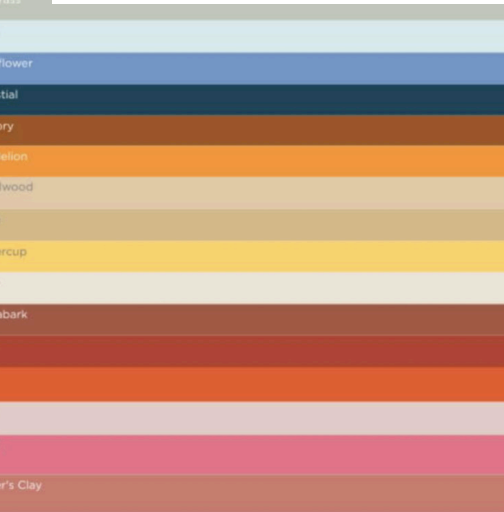


## COLOR

Contemporary to the core, our color palette possesses a modernity unique to the label. Our collection combines bright and captivating colors paired with monochromatic and neutral tones which provide complimentary but impact ensembles.

## FABRIC

We utilize superior materials that are sustainable to corroborate minimalist designs. We are committed to making a positive impact on our customers, our industry, and our planet.





SPRING • SUMMER

COLLECTION

# 3 Curate your collection

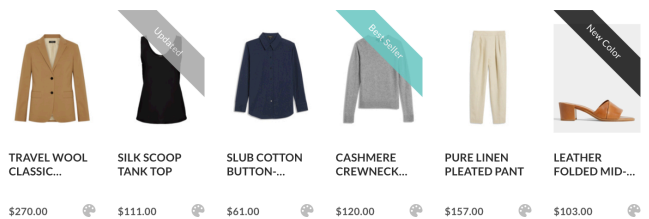
Not every buyer has the same needs, and not all your pieces work together as one big collection. You also probably don't have the same amount of time to show your collection via a virtual meeting than you would in a physical showroom.

As a result, you need to customize your linesheets to your buyer. You can do this by creating and leveraging custom lists and organizing your styles by categories. Another strategy is to merchandise your products in the same order you would present them to your buyer at a trade show.

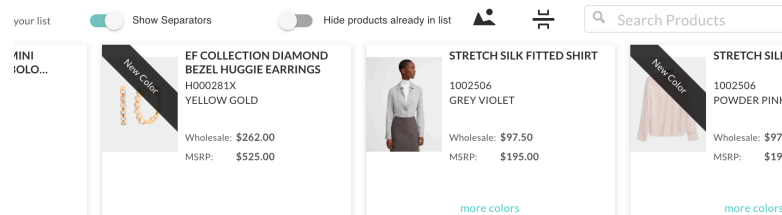
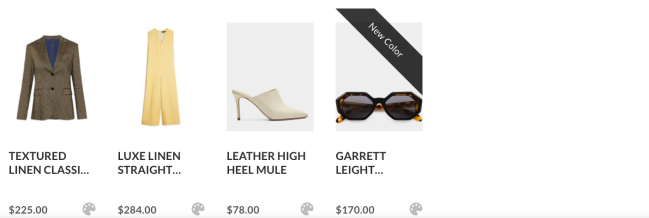
Since your meeting is taking place over a video call, success will depend on how well you visually present your collection. Here are some visual design elements you can apply that will help you knock it out of the park:

- Add a banner image and square thumbnail to enhance the visual impact
- Separate your product catalog by delivery or category for easy visual merchandising
- Organize custom lists with headers and section breaks
- Use product banners to highlight specific products

## LOOK 1



## LOOK 2



Organizing your collection will ensure you present the right pieces to your buyer and that your appointment stays focused.



# 4 Include all the collection details

It doesn't matter if you display your collection at a tradeshow or via a virtual meeting, buyers' expectations and desires will be the same. In other words, buyers will want all the relevant details.

The best way to have details handy is to include answers to every critical question in your linesheets.

This means you should add a title and banner imagery. In the description section, you should also include:

- sizing charts
- detailed fabrication descriptions
- on-model product imagery
- on-figure product imagery

**Make sure you include trends in your product data. This will grant your buyers the best search results for key initiatives.**



# 5 Differentiate your brand

Differentiating your brand is particularly important when you are presenting a collection online, especially if this is a new buyer, and you've never met in person before.

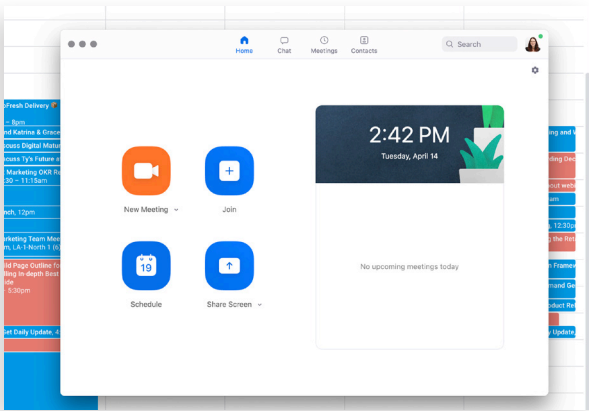
The best way to set yourself apart is to provide as many opportunities as possible for your buyers to see high-quality visuals. Consider adding runway videos to your landing pages, so your buyers can see the glamour of your collection in action.

You'll also want to include editorial shots or visual showroom photos. These photos will tell the story of your collection far better than any verbal explanation.

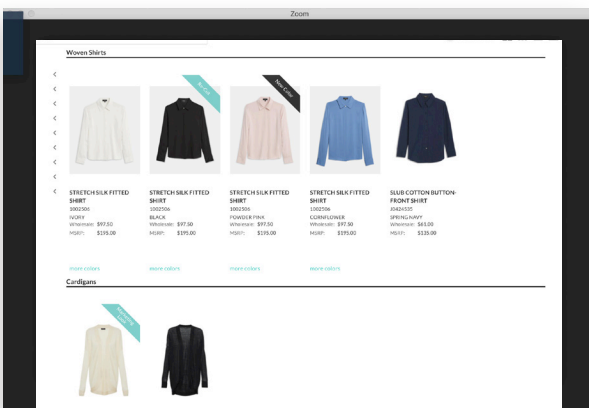




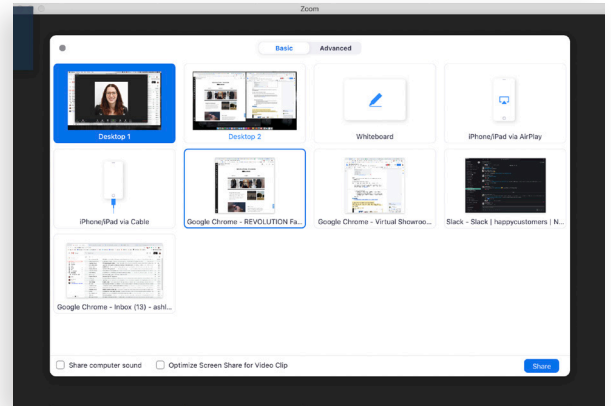
# 6 Start virtual meeting and organize your call



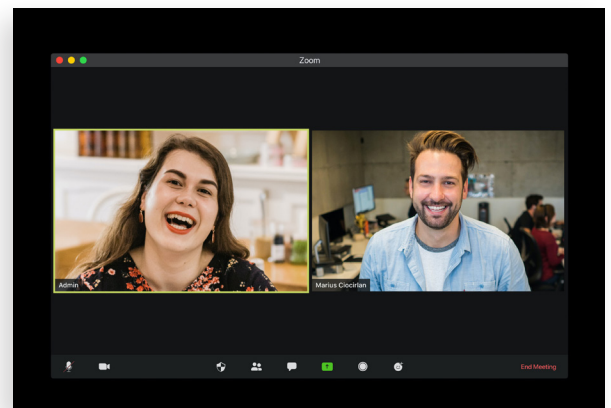
1 Set up your virtual call using your preferred platform. Once you start the meeting, confirm everyone with the invite is on the call, and that they can see and hear you.



3 Move onto your merchandised linesheet. You will have already curated your collection and fleshed out the details. This is your opportunity to quickly present the full product collection to the buyer with the click of a button.



2 Begin sharing your homepage and walk the buyer through the look and feel of the collection. Just like you would in your physical showroom, highlight the inspiration behind the design, and give your buyer a chance to ask questions.



4 Answer all the questions at the end of the presentation. Reassure your buyer that you will follow up on unanswered questions, provide links to additional materials, and give more details about how to move the relationship forward.

# 7 Capture Buyer Intent

While you are conducting your virtual meeting, a lot will be going on behind the scenes. You'll want to take notes, tag key styles for your buyer, and keep a record of any products of interest that may be missing photos or details. This may be one of the most compelling reasons to conduct virtual meetings and use digital wholesaling software.



Type notes directly within the platform to eliminate the risk of losing essential information you may have written on a piece of paper. Notes will be available for both you and the buyer to reference at a later date.



“Star” products the buyer is interested in as you go through your presentation. This method will help you keep track of what your buyer likes so you can build out a working order.

**The best part is you can accomplish all of this without your buyer feeling distracted by watching you take notes.**







# Conclusion

Times are particularly difficult right now, especially since so many retailers and brands have been forced to close their physical locations, slowing down business, and even laying off parts of their workforce.

It's not easy to quickly change your business practices and take your collection online almost overnight.

We hope that this guide, educating your brand on how to conduct virtual meetings, will act as a bit of a silver lining to the tough decisions businesses are facing.

**For more information about the NuORDER digital wholesale commerce platform, [please set up a demo today.](#)**

We are here to support you and answer your questions as you bring your collection online and start meeting with major retail buyers virtually.